

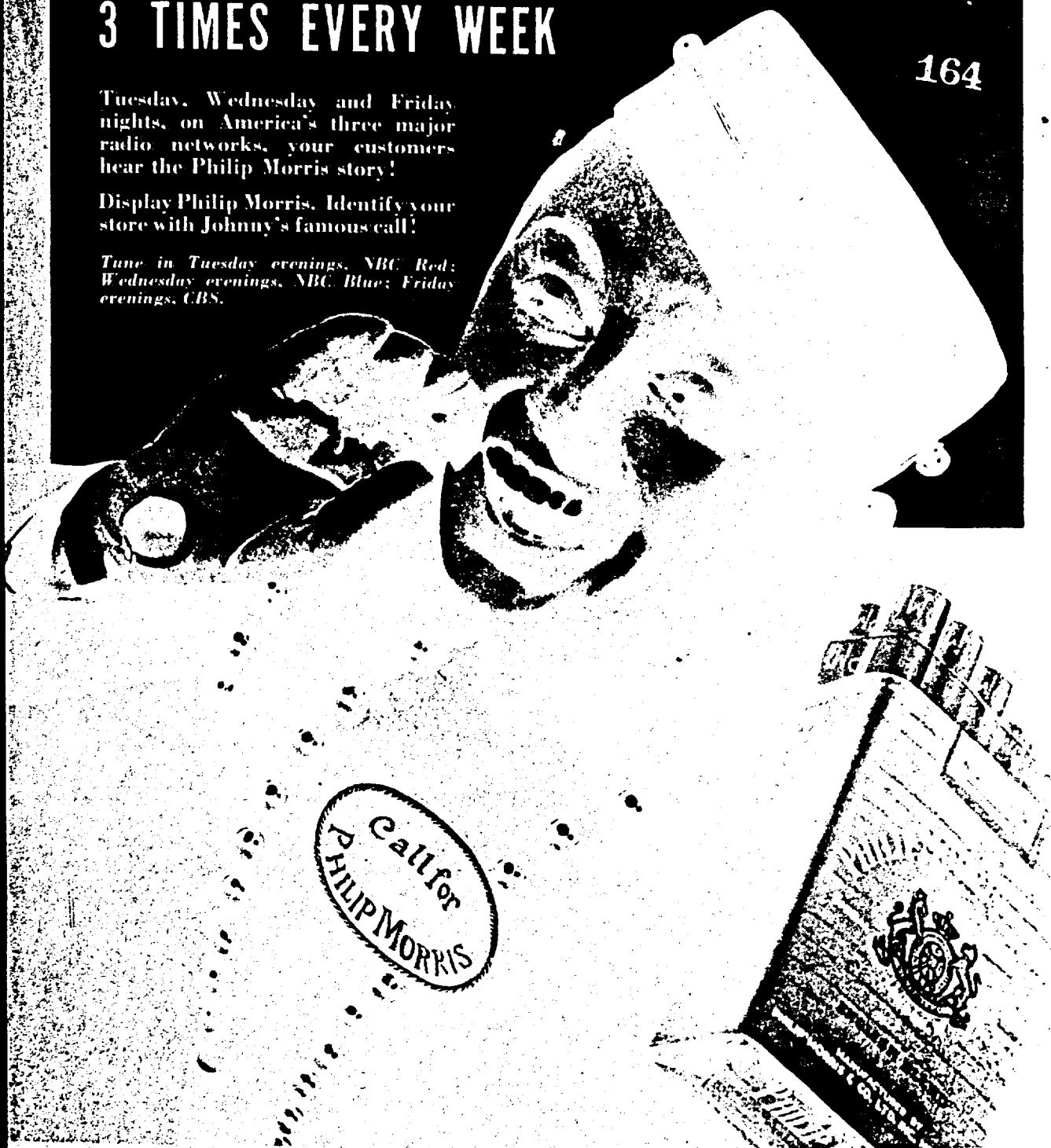
# MILLIONS HEAR HIS CALL 3 TIMES EVERY WEEK

164

Tuesday, Wednesday and Friday nights, on America's three major radio networks, your customers hear the Philip Morris story!

Display Philip Morris. Identify your store with Johnny's famous call!

*Tune in Tuesday evenings, NBC Red; Wednesday evenings, NBC Blue; Friday evenings, CBS.*



# CALL FOR PHILIP MORRIS

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